

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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Moonbeams' 2nd Anniversary is ripe

IN THE VALLEY OF THE MOON

And next week we really ought to get a few paeans of congratulations, 'cause we'll be having our second anniversary—starting our third year of Moonbeams.

Of course you undoubtedly heard we couldn't last six months, when the little 4-page sheet started 'way back on July 1, 1955.

But we're still going strong, doing no ad solicitation—and the ads continue to come in. Only real good reason for it is that everybody knows that Moonbeams is the most carefully read periodical in the Valley. Sure, it isn't actually what you'd call a newspaper, though we do get our goodly share of scoops. But it's something "different"—and most folks like it just the way it is. They send it away to their relatives and friends, they even subscribe for it, and what could be nicer?

Not every woman arrives late. Some never show up at all. VALLEY WATCH REPAIR, Boyes. Giftware. Costume Jewelry.

So up comes July 4—before we can get out another issue. Don't know too much about what's in store for the vacationists, but most of the recreational establishments have been planning "big" for the greatest holiday of the summer season. We've even heard a few fireworks already.

You can't go wrong with any of our local gathering places. Have a picnic, drive the folks around the Valley, and show 'em we really have something here. If only we could get some real promotion hereabouts, we'd have a pleasure center equal to or surpassing anything in the nation—including the Hot Springs of Arkansas, Hoberg's, the Ozarks, or Saratoga, N. Y., or Mt. Clemens, Mich. (Or name 'most any place.) When we goin' to start?

RUGGLES VARIETY STORE, Sonoma, for 4th of July decorations, flags, novelties. Everything for your picnic or barbecue.

WEED CUTTING. Reasonable rates. **THOMAS NEVILLE**, 23450 Arnold Drive, Sonoma. Phone WEBster 8-3110.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists **Veterinary Supplies**

Yep, it's been hot. On the other hand, we saw a thermometer once in Holt, Mich., which registered 104 (but only for one day). But we don't have it for 20 days in a row as they have had in the San Fernando valley.

But you don't hear any of our resort owners kicking on the heat. It brings them hundreds, yes thousands, of patrons, all trying to keep a little bit cool on a sizzling day.

And the Springs has dozens of places where you can do just that.

With the big Fourth coming up, look for record crowds at the bath house, and at every place in the Valley which has a swimming pool. The many night spots we have, and the cool-shady resorts, all can well figure on crowds come next Thursday and the following weekend that will end all their troubles, if any. Betcha.

ROBERT G. MILLS, Drafting and Estimating. We'll be pleased to serve you. 824 El Dorado Dr., Sonoma. Phone WEBster 8-2185.

B & L LAUNDROMAT, Fetters. Nice days now. Bring your laundry here—skip the tedious home job. Wash, dry, iron. Cost low.

For a couple Fourths the Boyes Springs Merchants' association has staged a carnival. This year? It was considered, but apparently is no go. In order to stage a really successful celebration, preparations must be under way quite a while in advance; it can't be done in the last week. Let's not let it happen another year. There's a wonderful chance to inaugurate and continue a real honest to goodness big Fourth of July celebration each year. But let's do it right.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hwy.

BANCROFT NURSERY, Sonoma. Finest in cut flowers, corsages, hospital remembrances, Weddings and funerals our specialty.

Again you hear Paul at the organ at Paul's Resort every weekend. A synthetic western outfit has been on tap Saturday nights for a while, but now they're gone. Paul is tops at the organ in this Valley, and his many patrons are mighty well pleased he's back on the job.

PALMS INN, Verano. (The Inskeeps.) Home of the Lions. Beautiful pool. Splendid cuisine. Cocktail room. Favorite gathering spot. **FOR YOUR ENJOYMENT** (and your friends) visit **LEE'S CHUCK WOGAN** (formerly Fireside), this side of Sonoma. Splendid food.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

They had a little joint installation of Lions club officers last Saturday night at the new Flamingo Garden motel in Santa Rosa. George Karlberg of the Valley of the Moon Lions was installed, along with club presidents from Windsor, Roseland, Santa Rosa and Montgomery Village. Frank Buckbauer is the retiring local president. Regular installation is set for July 2 at Palms Inn.

(By the way, the Flamingo programs listed eight local officers. Four names were misspelled. Note: George Karlburg, Roy Loper, Ken Able, Frank Zilloto—each name spelled wrong.)

PRICE PUMP CO. Best in the West. P.O. Box 375, Sonoma. Pumps for Particular People at Popular Prices. Phone WE 8-2107.

JIM'S MEATS. Boyes Springs Food Center. The very finest quality, prices low. Delicatessen section. Summer delicacies.

The Littles have for sale: A wringer type washer, a Norge. Pretty good condition. Let's say \$10 and you fix it up. Might need a refill of fresh oil. 18451 Third avenue, Boyes. Call WE 8-4500.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.

ELECTRONIC DRIVE-IN—TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

Four old cronies, sitting in the back of a general store, had just finished their last hand at poker when the sheriff surprised them.

"I've got you now!" he shouted. "What have you got to say for yourselves?"

"Don't look at me," said the first. "I just dropped in to warm up at the stove."

"I just came to talk," said the second.

"And me, I'm just visiting," said the third.

Then the sheriff turned to the fourth man who all this while had been studying the cards in his hand. "And you, I suppose, are going to deny that you were playing cards too?"

"Who, me?" he said matter-of-factly. "Now, sheriff, who would I be playing cards with?"

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. \$1.29 per year by mail, pickup free. Low advertising rate. Phone WE 8-4500.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige.

Lee's Chuck Wagon (formerly Fireside) got off to a good start with a grand opening last Friday night. The crowd was large, and most congenial. There was a sumptuous free smorgasbord, and along with the rather spiffy decorations, and huge bouquets sent by local businessmen, the evening was a huge (and crowded) success.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

SONOMA GROVE, Hiway 12 south of Boyes. Wonderful steak, poultry, roast, seafood dinners. Italian food a specialty. Cocktails.

So the 48 governors in their annual conference were told to give some consideration to 12-month schools, forget about new and wondrous new school buildings until the ones presently in use are used to their full capacity. All at once (or should we say, at long last) some of our leading officials are getting smart!

MIKE & ROSE'S BOYES SPRINGS STORE. Finest meats in the whole valley, with real bargains last three days each week.

TOWN HOUSE SUPPER CLUB, Glen Ellen. New. Luxurious. The finest dinners, drinkables. Music weekends. Exotic! The Amantes.

The big convention city—Atlantic City, N. J.—has a home-grown saying that "Rotary and 20-30 clubs own the city; the Kiwanians run it; the Lions have all the fun."

Lions International has been having its annual convention in San Francisco this week, with about 40,000 visitors, a 4-hour parade, and several top speakers, plus all the usual convention shenanigans.

Attended one such in Omaha in 1924 as a delegate from the Lansing (Mich.) club, and had a whale of a time. Made our first parimutuel bet (won 30 cents), had our first ginger ale highball, and ever since have been in the doghouse with all good religionists. And have we suffered!

BAKER'S DRIVE-IN, Boyes. Formerly Merry's. Open 24 hours a day. Short orders. Hamburgers. Chicken. Crab Louie. Super coffee. LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

You know those lists of people who may have some funds coming from banks, insurance companies, and the like? A local woman was advised her name was on the list in a Washington state paper; investigated, made out her claim, and really expected to come into a real sum of money. But eventually it turned out she had \$32.50 coming from an old insurance policy her father had taken out on her almost before she was born. On the other hand, even \$32.50 might come in mighty handy sometimes, wouldn't it?

EL DORADO HOTEL, Sonoma. Italian meals at their finest. American dinners too. Old West atmosphere. Cocktail bar. Try us.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

What do other poor people like us eat on days when it's sizzling hot? In our house we vary between crackers and milk, deviled eggs, or a bowl of boysenberries. What do you have?

An elderly air-conditioning fan got back in commission, after the missus overhauled it. Cold drinks have helped, and of course there have been no covers during the early sleeping period. (But sometimes you damnear freeze to death before morning.)

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

YELL'S ACRES NURSERY, Glen Ellen. Dahlia and fuchsia specialists. Wonderful selection. Get yours now; large selection.

A Detroit Free Press executive makes an impressive evaluation of the merits of newspaper advertising as compared with television. He says:

"People watch television because of the entertainment—commercials actually are intruders. A recent survey shows that 61 per cent of housewives would prefer TV without commercials.

"At the same time, advertising is an integral part of the newspaper. Readers buy the paper for the ads as much as for the editorial matter. Both men and women readers plan their shopping from the newspaper. The survey shows that 92 per cent of the respondents want their newspapers with advertising."

His logical conclusion: "The advertiser gets the best results when his message is welcomed and desired."

OUR RESORT, El Verano. Harvey and Melina to serve you the finest mixed drinks. Home of draft beer and the Stein Club.

BOYES SPRINGS BATH HOUSE—Now open, bigger and better. Two restaurants, casino, beautiful cool and hot mineral pools.

Comes the hurricane season again (anyone for moving to the gulf states?) and the first one has been named Audrey. Would someone please tell us why a big wind has got to have a name? Or a military operation also have a goofy name? Unless or until someone comes up with a satisfactory reason, we'll continue to think it's pretty silly.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEBster 8-2686.

Got some real travelers in town. Dominic and Katy Toporowski sold their business in Vancouver, B. C., converted a pickup truck into an overland vehicle, with space for sleeping and cooking, and headed for parts unknown. Went across Canada, to Chicago, New York, down to Key West, Fla., along the gulf to Texas and down to Mexico City, then headed back via Salt Lake City and stopped off in Boyes to visit their old friends, Mr. and Mrs. Sam Brown. Upon returning to Vancouver, they'll take a short (?) trip to Alaska before again settling down to more prosaic pursuits.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

With all the "good" TV programs all through for the season, and scarcely anything worth while supplanting them, what to do all summer? Too hot to drive much of any place, the highways too crowded for driving to be any fun, few local entertainment features on tap, maybe we should all just sit around in the back yard. Maybe 'twould be a good time to catch up on our reading. Or sort out all the junk that has been accumulating for so many years, and which we're always going to get at some rainy Sunday.

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

TODD CONSTRUCTION - ESTIMATING SERVICE. Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.

And from the Louisville (Ky.) Courier Journal:

One thing that all daily newspaper people look forward to is retiring and running a country weekly. It's an easy life. Sure it is! There is absolutely nothing to do but talk to everybody in town and find out about the weddings and the police court news and sell the ads and set the type and read the proof and run the press and wrap the single-wrapped papers and take them to the postoffice and sell the subscriptions and collect from the subscribers and collect from the advertisers and attend the meetings of the school board and the county court and the Methodist church and the Rotary club and the Kiwanis club and the Lions club and the polio drive and the TB seals and read the mail and answer the letters and plan the charity campaigns and the publicity campaigns for the county fair."

MENDEL'S CAFE, Boyes Plaza. Splendid menu, including Spanish delicacies. Bring your out-of-town guests here. Cocktail bar. SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553.

A NEW SOLOMON. If someone didn't once say: "Justice has means of helping, while chastening the unjust," perhaps they should have. Witness the fate of five women accused of shoplifting in San Francisco.

Found guilty as charged, all five were given probation by Municipal Judge Clayton Horn, with a string attached. The string bound each woman to attend a showing of the movie "The Ten Commandments" and report back to His Honor with a 200 word essay on the moral values embodied in the commandment, "Thou shalt not steal."

That Judge Horn follows Milton in tempering his justice with mercy is self evident. He might have sentenced the poor gals to watch certain television commercials!

PLAZA LIQUORS (next to new bank, Sonoma). Extensive variety, hard and soft drinks. Hors d' oeuvres. Snacks. Pizzas. Everything!

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

Because we kinda like Inez Robb, syndicated columnist for the San Francisco News and many other papers, we'd like to reprint one of her columns, especially as your erudite editor is a constant 24-hour smoker of cigars. Her title is "This Is the Month to Salute the Stogie." She writes:

For years I have believed that June is the month dedicated to graduates and brides, as well as roses. But this merely shows how out of tune I am with the times.

Somewhere along the line, June became National Smoke a Cigar month.

I would certainly have done my best to consume my quota in salute to the stogie if my husband had not detected me in the act of reaching into the refrigerator to snare one of his El Rope-os.

As a salute to National Smoke a Cigar month, the cigar people have sent me a timely rundown on cigar etiquette.

I consider it a public service to publish these hints on how to behave with a heater.

These 10 basic rules will be of comfort to the Casper Milque-toasts who have been scared into smoking cigars by recent findings on the relationship between lung cancer and dcigaretts.

Do not chump or chew on the butt of a dead cigar. (Editor's note: "Chump" is the present tense of the verb "chomp.")

Do not talk with a cigar in your mouth. (You want you should swallow the thing?)

RICHFIELD SERVICE, Boyes Springs. Main corner. Bud Delaney, Proprietor. Tires, Tubes, Batteries. Fast, efficient service.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

Do not smoke in a confined space, such as an elevator. (This is dangerous and often leads to things like murder.)

Do not cultivate a long ash. (Leave the ash championship to Vesuvius.)

Do not dance with a cigar in your mouth. (Unless the tune is "Smoke Gets in Your Eyes.")

Do not leave cigar butts around the house. (Amen.)

Do not steal junior's blotters to keep your cigars moist. (Get a humidor.)

Do not smoke in bed. (It makes the firemen so mad.)

Never say, "A woman is only a woman, but a good cigar is a smoke." Everybody knows it. (Besides, somebody could get hurt.)

Do not chain smoke. (Even if you are anchor man.)

All in all, I feel that a grave national problem has been handled with delicacy and finesse.

But I believe it is woefully behind the times regarding junior and his blotters.

At chez Robb, the refrigerator is full of cigars and the window sills of milk and butter. The icebox is the perfect humidor, drat it!

DENNY'S COG CLUB, Boyes. Sportsmen's headquarters. A most congenial atmosphere, with finest in mixed drinks. Drop in.

RAY'S SIGNAL SERVICE, Arnold Drive at Cecilia, Eldridge. Grocery Dept. Emergency road service. WE 8-5811 days. 8-3098 nights.

A Michigan State university professor explains it this way: "Since the sun is nearly overhead at noon—at about a 71-degree angle—a yard-square beam of sunlight covers about a square yard of earth surface. In December, however, when the noon sun is only about 24 degrees above the horizon, the yard-square beam of sunlight covers more than two square yards of ground. Hence, the heating effect is less than half.

In the southern hemisphere seasons are just the reverse of ours. The sun is low for nations south of the equator when it is high for us, so June 21 marked the beginning of winter in countries such as Argentina, Union of South Africa, Australia, Brazil and others. Their summer begins December 21, when our winter starts officially.

BOYES SPRINGS FOOD CENTER. Everything for summer meals and snacks. Always top quality, priced mighty low. Take-outs. **BROADWAY CAFE, Sonoma.** Pop Medros your host. It's a friendly place. Take-out license, too. Drop in and let's get acquainted. **PAUL'S OLD RANCHERO, Verano.** Weekend dancing, Italian meals featured. Cocktails. Paul at the organ. Banquets welcome.